

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

American Rambler
138 Conant Street
Beverly, MA 01915

Contract / Revision 942003 /		Alt Order # 06276562
Product RDMNEY FDR PRESIDENT		
Contract Dates 08/15/12 - 08/21/12		Estimate # 27
Advertiser Romney/R/President		Original Date / Revision 08/20/12 / 08/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Mica Hansen	Sales Office HRP -Washington
Special Handling		
Demographic Adults 25+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	08/20/12	08/21/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$800.00			
2	WLWT	08/15/12	08/17/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$800.00			
3	WLWT	08/15/12	08/17/12	NBC Today Show	7-9a		:30			NM	6	\$9,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				6	\$1,500.00			
4	WLWT	08/20/12	08/21/12	NBC Today Show	7-9a		:30			NM	4	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				4	\$1,500.00			
5	WLWT	08/15/12	08/17/12	NBC Today Show II	9-10a		:30			NM	4	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				4	\$600.00			
6	WLWT	08/20/12	08/21/12	NBC Today Show II	9-10a		:30			NM	2	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$600.00			
7	WLWT	08/15/12	08/17/12	NBC Today Show III	10-11a		:30			NM	3	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
8	WLWT	08/20/12	08/21/12	NBC Today Show III	10-11a		:30			NM	2	\$700.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
942003 /	06276562

Contract Dates	Product	Estimate #
08/15/12 - 08/21/12	ROMNEY FOR PRESID	27

Advertiser	Original Date / Revision
Romney/R/President	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
9	WLWT	08/15/12	08/17/12	12-1230p M-F news	12-1230p		:30			NM	3	\$1,050.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
10	WLWT	08/20/12	08/21/12	12-1230p M-F news	12-1230p		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
11	WLWT	08/15/12	08/17/12	Days of Our Lives	1-2p		:30			NM	3	\$1,050.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$350.00			
12	WLWT	08/20/12	08/21/12	Days of Our Lives	1-2p		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$350.00			
13	WLWT	08/20/12	08/21/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$500.00			
14	WLWT	08/15/12	08/17/12	JUDGE JUDY EF	Judge Judy		:30			NM	3	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$500.00			
15	WLWT	08/15/12	08/17/12	DR OZ EF	4PM-5PM		:30			NM	3	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$500.00			
16	WLWT	08/20/12	08/21/12	DR OZ EF	4PM-5PM		:30			NM	2	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$500.00			
17	WLWT	08/20/12	08/21/12	5-530p M-F news	5-530p		:30			NM	2	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$675.00			
18	WLWT	08/15/12	08/17/12	5-530p M-F news	5-530p		:30			NM	3	\$2,025.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--WTF--				3	\$675.00			
19	WLWT	08/20/12	08/21/12	530-6p M-F news	530-6p		:30			NM	2	\$1,350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-----				2	\$675.00			
20	WLWT	08/15/12	08/17/12	530-6p M-F news	530-6p		:30			NM	3	\$2,025.00
Class of Time - Immediately Pre-emptible without notice												

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08/15/12 - 08/21/12	ROMNEY FOR PRESID	27

Advertiser	Original Date / Revision
Romney/R/President	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$675.00												
21	WLWT	08/15/12	08/17/12	6-630p M-F news	6-630p		:30			NM	6	\$4,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 6 \$800.00												
22	WLWT	08/20/12	08/21/12	6-630p M-F news	6-630p		:30			NM	4	\$3,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 4 \$800.00												
23	WLWT	08/20/12	08/21/12	7-730p	7-730p		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$800.00												
24	WLWT	08/15/12	08/17/12	7-730p	7-730p		:30			NM	3	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$800.00												
25	WLWT	08/15/12	08/17/12	730-8p	730-8p		:30			NM	3	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$800.00												
N 26	WLWT	08/20/12	08/21/12	730-8p	730-8p		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$800.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WLWT 08/20/12-08/26/12 730-8p 730-8p MTu----- :30 \$800.00 NM Credited												
27	WLWT	08/15/12	08/17/12	11-1135p M-Su	11-1135p		:30			NM	3	\$4,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$1,500.00												
28	WLWT	08/20/12	08/21/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$1,500.00												
29	WLWT	08/20/12	08/21/12	NBC Tonight Show	1135-1237a		:30			NM	2	\$1,200.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/20/12 08/26/12 MT----- 2 \$600.00												
30	WLWT	08/15/12	08/17/12	NBC Tonight Show	1135-1237a		:30			NM	3	\$1,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 --WTF-- 3 \$600.00												
31	WLWT	08/18/12	08/18/12	NBC Saturday Today	Sa8-10a		:30			NM	1	\$1,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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942003 /	06276562

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/15/12 - 08/21/12	ROMNEY FOR PRESID	27

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/President	08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$1,000.00												
32	WLWT	08/18/12	08/18/12	Sa 10-11a News	Sa 10-11a		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$800.00												
33	WLWT	08/18/12	08/18/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$1,100.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2- 2 \$550.00												
34	WLWT	08/18/12	08/18/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1- 1 \$1,500.00												
35	WLWT	08/19/12	08/19/12	NBC Sunday Today	Su 8-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,500.00												
36	WLWT	08/19/12	08/19/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,000.00												
37	WLWT	08/19/12	08/19/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,200.00												
N 38	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$550.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WLWT 08/13/12-08/19/12 Sa/Su 6p news Sa/Su 6p News -----Su :30 \$550.00 NM Credited												
N 39	WLWT	08/19/12	08/19/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	1	\$550.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----2 2 \$550.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 WLWT 08/13/12-08/19/12 Sa/Su 6p news Sa/Su 6p News -----Su :30 \$550.00 NM Credited												
40	WLWT	08/19/12	08/19/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 08/13/12 08/19/12 -----1 1 \$1,500.00												
Totals											95	\$75,450.00

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Advertiser	Original Date / Revision
Romney/R/President	08/20/12 / 08/20/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/21/12	95	\$75,450.00	\$64,132.50
Totals	95	\$75,450.00	\$64,132.50

Signature: _____ **Date:** _____

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